

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (Previously Presented): A method for controlling a computer with recorded information of a compact disk, comprising;

embedding a unique perceivable code, which unique perceivable code does not contain routing information, in recorded information of the compact disk, the unique perceivable code in close association with vendor information, such that the unique perceivable code will be output during normal playback of the information on the compact disk and which unique perceivable code is embedded within the video/audio bandwidth of the recorded information such that, when playing back the recorded information, the unique perceivable code will be output within the video/audio bandwidth of the compact disk;

extracting the unique perceivable code with an extractor during output of the recorded information to a user at a user location disposed on a network during normal playback of the compact disk; and

in response to extracting the unique perceivable code, transmitting the unique perceivable code to a remote location on the network in accordance with routing information accessible at the user location, which routing information defines the location of the remote location on the network, wherein the vendor product information is returned to the user location for processing.

Claim 2 (Previously Presented): The method of Claim 1, wherein the routing information stored at the user location is associated with an intermediate location on the network wherein the step of transmitting to the remote location comprises the steps of:

transmitting the unique perceivable code to the intermediate location, and further comprising:

accessing a database of vendor routing information in response to receiving at the intermediate location the transmitted unique perceivable code from the user location, the database providing an association between the unique perceivable code and a remote vendor information location

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on the network, there being a plurality of such vendor routing information stored in the database;

10 comparing the received unique perceivable code with the stored vendor routing information in the database;

if there is a match between the received unique perceivable code and any of the stored vendor routing information, transmitting the matching vendor routing information back to the user location; and

15 in response to receiving the matching vendor routing information at the user location, interconnecting the user location with the vendor information location over the network and receiving vendor information therefrom.

Claim 3 (Previously Presented): The method of Claim 2, wherein the user location further includes user ID information that uniquely identifies the user at the user location, and

wherein the database at the intermediate node includes user profile information which is associated therein with the user ID information of the user, and

5 wherein the step of transmitting the unique perceivable code over the network to the intermediate location also includes transmitting the user ID information to the intermediate location, and the step of matching further comprises:

matching the received user ID information of the user location with stored profile information associated with the received user ID information, and

10 wherein the step of transmitting the matching vendor routing information back to the user location further includes appending to the vendor routing information the stored profile information, and

wherein the stored profile information is transmitted to the remote vendor information location via the user location.

Claim 4 (Original): The method of Claim 1, wherein the network is a global communication network that provides a universal resource locator (URL) for each location on the network and the routing information is comprised of the URL for the location.

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Claim 5 (Previously Presented): The method of Claim 1, wherein the unique perceivable code is an audible tone.

Claim 6 (Previously Presented): A method for controlling a computer with recorded information of a compact disk, comprising:

embedding a unique perceivable code, which unique perceivable code does not contain routing information, in recorded information, the unique perceivable code in close association with vendor information, such that the unique perceivable code will be output during normal playback of the compact disk and which unique perceivable code is embedded within the video/audio bandwidth of the recorded information such that, when playing back the recorded information, the unique perceivable code will be output within the video/audio bandwidth of the compact disk;

extracting the unique perceivable code with an extractor during output of the recorded information to a user at a user location disposed on a network during normal playback of the compact disk;

in response to extracting the unique perceivable code, transmitting the unique perceivable code to an intermediate location disposed on the network in accordance with routing information of the intermediate location stored at the user location, which routing information defines the location of the remote location on the network;

performing a matching operation at the intermediate location with the unique perceivable code to return to the user location matching vendor routing information of a remote vendor information location disposed on the network, the remote vendor information location having the vendor information; and

accessing the remote vendor information location from the user location in accordance with the routing information of the remote vendor information location to return the vendor information for processing.

Claim 7 (Previously Presented): The method of Claim 6, further comprising the steps of:

accessing a database of vendor routing information in response to receiving at the intermediate location the transmitted unique perceivable code from the user location, the database

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5 providing an association between the unique perceivable code and the remote vendor information location on the network, there being a plurality of such vendor routing information stored in the database; and

in response to receiving the matching vendor routing information at the user location, interconnecting the user location with the remote vendor information location over the network and receiving the vendor information therefrom.

Claim 8 (Previously Presented): The method of Claim 7, wherein the user location further includes user ID information that uniquely identifies the user at the user location, and

wherein the database at the intermediate node includes user profile information which is associated therein with the user ID information of the user, and

5 wherein the step of transmitting the unique perceivable code over the network to the intermediate node also includes transmitting the user ID information to the intermediate location, and the step of matching further comprises:

matching the received user ID information of the user location with stored profile information associated with the received user ID information, and

10 wherein the step of transmitting the matching vendor routing information back to the user location further includes appending to the vendor routing information the stored profile information, and

wherein the stored profile information is transmitted to the remote vendor information location via the user location.

9. (Original): The method of Claim 6, wherein the network is a global communication network that provides a universal resource locator (URL) for each location on the network and the routing information is comprised of the URL for the location.

Claim 10 (Previously Presented): The method of Claim 6, wherein the unique perceivable code is an audible tone.

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